

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

#5
PATENT
Attorney Docket No.: 020342-000900US

Assistant Commissioner for Patents
Washington, D.C. 20231

On August 30, 2001

TOWNSEND and TOWNSEND and CREW LLP

By: Kevin L. McNeill

J1036 U.S. PTO
09/944626
08/30/01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Safwan Shah et al.

Application No.:

Filed: Herewith

For: ACTIVE PROFILING SYSTEM
FOR TRACKING AND QUANTIFYING
CUSTOMER CONVERSION
EFFICIENCY

Examiner: Unassigned

Art Unit: Unassigned

**INFORMATION DISCLOSURE
STATEMENT UNDER 37 CFR §1.97 and
§1.98**

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

The references cited on attached form PTO-1449 are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement, since it is being submitted prior to the first Office Action. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,

Patrick M. Boucher
Patrick M. Boucher
Reg. No. 44,037

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, California 94111-3834
Tel: 303-571-4000
Fax: 303-571-4321
PMB:nlm

DE 7049615 v1